RETAIL GROWTH AUDIT · DAVID BERONJA

Where Does Your Retail Business *Actually Stand?*

Check your answer for each question, then scan the QR code to see how you compare to industry benchmarks.

Q01 · EMAIL MARKETING

How often do you send marketing emails?

- ☐ No email list yet
- ☐ 1-2x per month
- ☐ A few times a year
- ☐ Weekly or more

Q02 · REVENUE CHANNELS

Does your store currently sell gift cards?

- ☐ No gift cards
- ☐ Digital only
- ☐ Physical only
- ☐ Both physical & digital

Q03 · LOYALTY PROGRAMS

Do you have a loyalty or rewards program?

- ☐ No program
- ☐ Basic points program
- ☐ Punch card / informal
- ☐ Full tiered program

Q04 · LOYALTY PROGRAMS

How well do you know your top 20% of customers?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Not at all — Very much

Q05 · ECOMMERCE

Does your store currently sell products online?

- ☐ No online sales
- ☐ Roughly equal
- ☐ Secondary to in-store
- ☐ Online is primary

Q06 · ECOMMERCE

Does your website have an online store to buy directly?

- ☐ No website
- ☐ Yes, needs work
- ☐ Website but no store
- ☐ Yes, works great

Q07 · ECOMMERCE

Do you run paid online ads (Google, Meta, etc.)?

- ☐ No paid ads
- ☐ Running ads now
- ☐ Tried, not consistent
- ☐ Running + tracking ROI

Q08 · SEASONAL STRATEGY

How far ahead do you plan for peak seasons?

- ☐ Week-of / reactive
- ☐ 1-2 months ahead
- ☐ A few weeks ahead
- ☐ 6-month+ calendar

Q09 · SEASONAL STRATEGY

Do you use slow seasons to build your audience?

- ☐ No - survial mode
- ☐ Yes - structured campaigns
- ☐ Some social, nothing structured

Q10 · OVERALL

How confident that digital marketing drives revenue?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Not at all — Very much

Scan to See Your Industry Benchmarks

Each answer tells a story. The answer key explains what the industry average looks like -and what top-performing retail stores do differently.

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